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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

July 8, 1997

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**BY HAND DELIVERY**

Mr. William F. Caton  
Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, D.C. 20554

Re: MM Docket Nos. 91-221, 87-8, 94-50, 92-51 and 87-154

Dear Mr. Caton:

Submitted herewith is the response of KCWB-TV, Inc., permittee of television broadcast station KCWB, Kansas City, Missouri, to the Public Notice released June 17, 1997, entitled "Commission Seeks Further Information Regarding Television LMAs."

1. For both the brokering and brokered stations, the name of the licensee, call letters, channel number, and community of license.

Licensee: KCWB-TV, Inc.  
KCWB, Channel 29<sup>1</sup>  
Kansas City, Missouri

Broker: The Hearst Corporation  
KMBC, Channel 9  
Kansas City, Missouri

<sup>1</sup> KCWB-TV, Inc. holds a construction permit for Channel 32 in Kansas City, Missouri, but is operating on Channel 29 pursuant to a special temporary authorization granted by the Commission. Pending at the FCC is a rulemaking proceeding in which it is proposed that the television Table of Allotments would be amended to substitute Channel 29 for Channel 32 and KCWB-TV, Inc.'s authorization would be modified accordingly.

LEVENTHAL, SENTER & LERMAN P.L.L.C.

Mr. William F. Caton

July 8, 1997

Page -2-

2. The name and rank of the Nielsen Designated Market Area(s) in which the brokering and brokered stations are located.

Both KCWB and KMBC are located in the Kansas City, Missouri, DMA, which Nielsen ranks 32.

3. Whether the brokering and brokered stations have overlapping signal contours and, if so, specify the degree of city grade, grade A or grade B overlap.

KCWB and KMBC operate from the same tower. Therefore, KCWB's signal contours substantially overlap KMBC's contours, approximately as follows: city grade, 100%; grade A, 100%; grade B, 93%.

4. The date on which the parties entered into the LMA.

August 24, 1995.

5. Information regarding the term of the LMA — specifically, the start and end dates of the initial term of the LMA, whether the LMA includes renewal provisions, and, if so, the specific terms of such renewal provisions, e.g., length, at which party's option the renewal may be exercised, whether renewal is automatic, notice for exercising renewal option, etc.

The initial term of the LMA is five years. The term commenced on September 14, 1996 and ends September 14, 2001. At the broker's option, the term may be extended for up to an additional five years. The LMA does not contain any provision requiring minimum notice.

6. The percentage of the brokered station's weekly broadcast hours that is brokered to the brokering station.

The LMA does not provide for a minimum or maximum number of hours programmed by the broker. It provides that the broker will provide information and entertainment programming and associated advertising, promotional and public service programming and announcements sufficient to program the Station on a daily basis throughout the year. The licensee is an affiliate of the WB Television Network pursuant to a Station Affiliation Agreement between KCWB-TV, Inc. and the WB Television Network. The broker has agreed that it will not take any actions under the LMA inconsistent with the licensee's obligations under the WB Affiliation Agreement.

LEVENTHAL, SENTER & LERMAN P.L.L.C.

Mr. William F. Caton

July 8, 1997

Page -3-

At present, the broker supplies programming for approximately 90% of KCWB's weekly broadcast hours. The WB Television Network supplies programming for the remaining 10% of KCWB's weekly broadcast hours. The broker sells all advertising time within WB Television Network Programming.

Licensee retains the right and obligation to broadcast public affairs programming, either produced or purchased by a Licensee, as it deems appropriate to respond to the ascertained issues of community concern. The licensee may broadcast up to four hours of such programming per week without any adjustment to the fees payable by the broker under the LMA.

7. Whether the brokering or brokered stations are owned by or affiliated with the ABC, CBS, Fox, NBC, UPN, or WB broadcast television networks. If so, please specify the identity of the network and whether the relationship between network and station is that of ownership or affiliation.

KCWB (the brokered station) is an affiliate of the WB Television Network pursuant to an Affiliation Agreement between the WB Television Network and the licensee.

KMBC (which is licensed to the broker) is an affiliate of the ABC Television Network.

8. The reported Nielsen all-day audience share (measuring 9 a.m. through midnight) for both the brokering and brokered station during the last three most recent rating periods.

	May '97 <u>SHARE</u>	Feb. '97 <u>SHARE</u>	Nov. '96 <u>SHARE</u>
KCWB	3	2	1
KMBC	18	17	19

LEVENTHAL, SENTER & LERMAN P.L.L.C.

Mr. William F. Caton

July 8, 1997

Page -4-

9. A brief summary of any other information that parties to an LMA, at their option, may wish to bring to the Commission's attention, such as any efficiencies or public interest benefits they believe have resulted from the LMA, whether the station was off-the-air prior to the LMA being entered into, whether the station has been or is for sale, or whether the station was constructed while under the LMA.

The licensee entered into the LMA for two reasons: in order to obtain financing for the construction and operation of station KCWB and because the licensee believed that the relationship would enable it to launch the station as a WB affiliate, with a strong, competitive schedule of other syndicated and local programming. The LMA has allowed the licensee to achieve these objectives. It launched station KCWB on September 14, 1996, as a WB Affiliate. Its schedule also includes a number of first-run syndicated programs that the licensee would not have been able to acquire using only its own resources.

The LMA has also allowed KCWB to have a strong local presence. For example, one of the licensee's goals prior to the LMA was to obtain the rights to broadcast Kansas City Royals baseball games. Working together with the broker, the station has been able to obtain these rights and now broadcasts 35 games a year.

In addition, KCWB is the market leader in children's programming. It currently airs 36 hours per week of children's programming. Beginning in September 1997, the station's schedule of children's programming will include 10 hours per week of educational and informational programming, well in excess of the FCC's minimum of three hours per week.

The LMA has also enabled the licensee to operate with broadcast facilities substantially comparable or superior to other stations in the market. Although not originally contemplated by the parties to the LMA, station KCWB's antenna is located on KMBC's tower, which is located close to downtown Kansas City. KMBC was required to make some substantial modifications to its tower in order to accommodate KCWB's tower. It is doubtful that KCWB would have been able to locate on KMBC's tower but for the existence of the LMA between these parties. No other tower in the Kansas City area was available for use by KCWB, which explored these possibilities prior into entering into the LMA.

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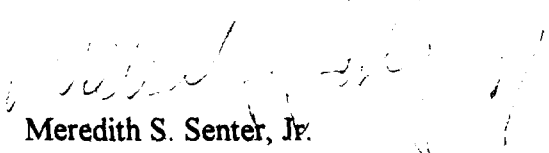
Mr. William F. Caton

July 8, 1997

Page -5-

Station KCWB is not and has never been for sale.

Respectfully submitted,

  
Meredith S. Senter, Jr.

MSS/cml

Enclosure

cc: Mr. Robert B. Liepold